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Getting Out In Front Of The Issue: You Can Tackle The Media Mountain

Stephany Snowden
Richland County Government

RICHLAND PIO

The Richland County Office of Public Information is a four-member team responsible for a wide breadth of communication tasks for the **second largest** county in South Carolina.

Strategy #1 **Understand Your** **Message**

- View Media/Public Outreach as an Opportunity and not a Burden.
- However, it is critical to go in prepared and not be ambushed.



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Vision

Mission

Engaging Our Citizens and
Stakeholders Using Innovative and
Comprehensive Communications



Mission

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Stakeholders Using Innovative and
Comprehensive Communications**

Vision

Excite and Inspire all of our citizens about county government regardless of race, age, income or abilities. This will be done through the use of media, newsletters, public meetings, and social media.



Our Media Toolbox

- **Media Relationships**
- **Weekly Radio Show**
- **Weekly e-newsletter**
- **Youtube**
-
- **Facebook**
- **Web Presence**

Strategy #1

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You Tube

Strategy #2

Respect Media Deadlines

- 24/7 News Cycle
- Radio 
- Newspaper
- Competition
- Press
Conference/News
Conference



04/24/2006



Strategy #3 Learn How To Interview

- Plan what you say
- Stick to the facts
- Be Professional
- Listen Carefully
- Look at the reporter and **not** the camera
-
- Speak slowly, clearly and briefly
- No Jargon
- Be fair
- Be Honest
- Be Trustworthy
- Never Lie
- You are in control
- Nothing is "Off the Record"

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Strategy #4-Use What You Got To Get What You Want

Old School - When appropriate, PIO has sent mail outs to all owners of real property in the county. This is expensive but reach everyone.

County Cable Channel

County Radio Show

New School- Facebook, e-newsletters, e-mail list serves, twitter and county web site.



BACK-TO-SCHOOL TIPS [FOR PARENTS]



1. If you and your child have fallen out of your bedtime routine this summer, get back into a solid routine a week before the first day of school!
2. If your child is going to be riding the bus to school for the first time, be sure to talk about bus safety. It's also a good time to reinforce general school safety rules.
3. Plan and shop for healthy breakfasts and lunches for the upcoming week in advance.
4. Create a homework center—a specific area in the house where your child can do homework each evening. Make sure that it's in a quiet place and stocked with enough supplies, such as pencils, erasers, paper, a folder or two, and a calculator.
5. Save time on those busy school mornings by preparing your child's clothes a week ahead of time, already paired. Place a pair of socks, underwear, a shirt, and matching bottoms together in the drawer so that your child can easily grab a stack and go.

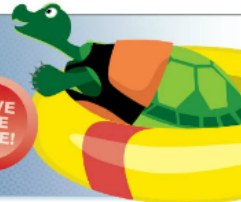


The State of South Carolina's Annual Sales Tax Holiday Weekend begins at 12:01 a.m. this Friday, August 3 and ends Sunday, August 5 at 11:59 p.m. The tax holiday was started 13 years ago to give families a break on shopping for back-to-school items, including clothing, computers and backpacks. All school supplies and related items will be exempt from the state's 6 percent sales tax and any local sales taxes. Pairing the tax-free weekend with store sales will give you more bang for your buck. Shoppers are expected to save about \$3 million. For a complete list of exempt items, visit www.sctax.org.

SUMMER CELEBRATION OF WATER

Riverfront Park
August 25, 2012
10:00am - 2:00pm

SAVE
THE
DATE!



STAY CONNECTED



Twitter
Follow Richland County on Twitter



Television
NEW! Richland County's 24 Hour TV Station can be found on Time Warner Cable Ch. 2. You can also watch Richland Revealed TV every Sunday at 11:00am on CW 47 (Time Warner Cable 13).



Radio
Richland Radio airs Fridays from 5pm-6pm on WQCV 620 AM or Listen Live on the web at www.rcgov.net.



Facebook
Like Richland County on Facebook

Richland County helps you "Stay Connected" on programs, services, events and happenings. For comments and questions or possible story ideas, e-mail pio@rcgov.us.

Mail: PO Box 192 Columbia, South Carolina 29202 | (803) 576-2665 | www.rcgov.us
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Strategy #4-Us You Want

Old School
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expensive
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RichlandSC

@RichlandSC

Official twitterer for Richland County government, SC (state capital)

Richland County, SC · <http://www.rcgov.us>

Edit your profile

915 TWEETS

639 FOLLOWING

1,894 FOLLOWERS

Tweets

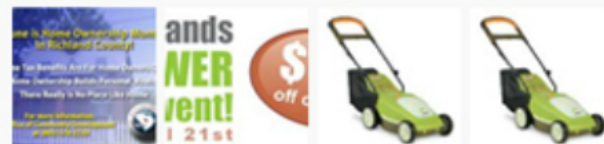
Following

Followers

Favorites

Lists

Recent images



Similar to you

Crimestoppers (SC) @midlandcsto...
Following

SCDNR @SCDNR
Following

Padgett Mzingo @Padgett_Mzingo
Following

Tweets



RichlandSC @RichlandSC

3m

Richland County recognizes June as National Homeownership Month!
pic.twitter.com/wBImcor3

[View photo](#)



RichlandSC @RichlandSC

1h

KEN AUCOIN, R.C. Weather, 11 am update: Showers have moved through Richland County producing 1/3"-1/2" of... fb.me/1AN3X8VmQ

[Expand](#)



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2h

KEN AUCOIN, R.C. Weather, OMAHA forecast for Gamecocks at College World Series: 6/12/12: Here is the forecast for... fb.me/ChI093H8

[Expand](#)



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3h

KEN AUCOIN, R.C. Weather Tuesday Morning update 6/12/12: More showers and heavy downpours are expected through... fb.me/1Y4pTy5t4

[Expand](#)



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20h

Flash Flood Watch...update.... facebook.com/profile.php?id...

[Expand](#)



Strategy #5 Know Your Audience

The Legal Community?

The General Public?

Special Interest Groups?

Environmental Community?

Strategic Point #6 Do Not Be Afraid of Reaching Out to The Public!

Robin Rather the CEO of Collective Strength recently gave a talk and cited that the American Planning Association Data revealed that 50% of Americans want to be personally involved in planning decisions that affect them.

When it comes to government and communications do use communication, education, outreach and public information...the phrase marketing just does not work for the public.

Television Programming



Changes In Recycling or Solid Waste Pickup

Promote Your Special Events







"A plan is a list of actions arranged in whatever sequence is thought likely to achieve an objective."

- John Argenti, author and founder of the Strategic Planning Society



Thank You!

Questions??

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